



MEDIA RELEASE

14 June 2018

Fresh Connections: Southern Africa Conference and Trade Show – The event for all in the fresh produce industry

More than 450 stakeholders in the fresh produce supply chain are expected to attend the Produce Marketing Association's (PMA's), Fresh Connections: Southern Africa Conference and Trade Show, scheduled for 15 to 16 August 2018 at the CSIR International Convention Centre in Pretoria. The Fresh Connections: Southern Africa conference is the largest fruit and vegetable event in Southern Africa.

“Themed *Connect Local, Grow Global* the Fresh Connections conference creates a platform for stakeholders in the fresh produce supply chain to connect and to gain first hand insights into global trends and business opportunities,” says Lindie Stroebel, general manager of PMA Southern Africa.

The programme will bring you top local and international speakers from four continents.

Speakers will include:

Adv. Thuli Madonsela - Keynote at the Women's Fresh Perspectives luncheon;

Whitey Basson, former CEO of Shoprite – Keynote on retail in Africa;

Siv Ngesi, award winning actor and comedian – Master of Ceremonies;

Cheyo Mwenechanya, Head of Agri Business at First National Bank of Zambia, Mwenechanya will explain the potential for the fresh produce industry in Southern Africa;

Mike Riley, CEO of Compac – Future of food in a digital era;

Brett StClaire, international professional speaker - Digital transformation journey;

Jin Ju Wilder, chairperson of the PMA Board of Directors, and Marketing Director of LA & SF Specialty Produce - Industry insights and trends pertaining to fresh produce;

Ed Treacy, Vice President of supply chain efficiencies for PMA - Power of blockchain technology; and

Lauren Scott, Chief Marketing Officer of PMA - strategic marketing to drive your business growth, as well as consumer preference for fresh produce in Southern Africa and around the world.

The conference is supported by sponsors and exhibitors, such as Johannesburg Fresh Produce Market, Chep, Food Lover's Market, Freshworld, Massfresh, Compac, John Deere Financial, Capespan, Absa, Freshmark, The Fruit Farm Group, PPECB, Prophet, Sensitech, ZZZ and the Royal Netherlands Embassy in South Africa.

SECRETARIAT PMA: Association Business Events

On behalf of the Produce Marketing Association

Postnet Suite 123

Private Bag X 25723

Monumentpark, 0105

Director: PK VOGEL

2017/474124/07



About Produce Marketing Association (PMA)

Produce Marketing Association is the leading trade association representing companies from every segment of the global produce and floral supply chain. PMA helps members grow by providing connections that expand business opportunities and increase sales and consumption. For more information, visit www.pma.com.

PMA FRESH CONNECTIONS: SOUTHERN AFRICA

Date: 15 to 16 August 2018

Venue: CSIR International Convention Centre, Pretoria, South Africa

Cost: Early bird tickets (extended until 22 June 2018)

PMA members: R4 900

Non-members: R5 900

Students: R2 500

CENTER FOR GROWING TALENT BY PMA EVENTS

PMA Women's Fresh Perspectives Event and Lunch: R1 000

PMA Women's Fresh Perspectives Lunch only: R550

Young professionals breakfast (professionals ages 35 and younger): R 250

REGISTRATION AND TRADE SHOW QUESTIONS

Petrie Vogel

Association Business Events (Pty) Ltd

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PROGRAMME AND SPONSORSHIP QUESTIONS

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